



## *Development and Communications Specialist*

Cat Town is hiring a Development and Communications Specialist to help us transform cat rescue nationwide. This is a half-time position with flexible hours and a starting salary of \$20,000, reporting to the Development Director. This position is located in Oakland, California.

### **ABOUT CAT TOWN**

Cat Town's mission is to transform the approach to saving shelter cats, reducing euthanasia nationwide, and to find great homes for cats who are considered unadoptable in the traditional animal welfare model. Cat Town began operating as a foster-based rescue in 2011. In 2014, Cat Town opened the nation's first cat cafe to help elderly, under-socialized, sick, and injured cats get adopted, and opened an adoption center for the hardest-to-place cats in 2017. Through this adoption center and our foster program, our work has proven that cats frequently considered to be "unadoptable" make exceptional companions, and helped reduce Oakland's euthanasia rate for cats by more than 70% since 2011.

Cat Town is deeply committed to diversity. We strongly encourage women, people of color, first-generation Americans, new parents, single parents, people with disabilities, and members of the queer community to apply.

### **JOB DESCRIPTION**

We can't transform cat rescue without sharing what we do broadly with the public and our supporters. The Development and Communications Specialist is integral to succeeding in our mission. You'll interact with program staff, volunteers, and the public to provide consistent messaging about our work, share the impact of our efforts, thank donors, and inspire support not only for our organization, but our approach to animal rescue.

Focused on relationship building and engagement, your work will play a key role in cultivating support from our robust donor base, social media audience, and more than 10,000 annual visitors. To succeed in this job, you must be a team player, professional, and able to get along well with a variety of people. Ideally you are flexible and enjoy handling a variety of tasks. The right person is someone who is passionate about our daily work to get the city shelter's most vulnerable cats out of the shelter and into great homes.

**Under guidance of the Development Director, the Development and Communications Specialist will:**

- Coordinate effective communication strategies to acquire and steward supporters through daily outreach and seasonal campaigns, including our annual event
- Collaborate with our cat promotions team to implement fun, creative strategies for cat adoptions
- Create compelling content for social media, website and other platforms
- Manage publication of a bi-monthly newsletter
- Coordinate and execute marketing collateral (print and digital)
- Ensure that all collateral materials adhere to established brand guidelines and are consistent with organizational priorities
- In collaboration with the Volunteer Coordinator, oversee and coordinate volunteer communications efforts — including volunteer photographers, videographers, bio writers, editors, and blog contributors
- Coordinate the acknowledgement of donor gifts
- Other related duties as assigned

**Required experience and skills for this position:**

- 1+ Years of experience using email marketing platforms such as MailChimp (preferred) or Constant Contact
- 1+ Years of experience with social media marketing (Facebook, Instagram, Twitter)
- Proficiency with Google Suite (Gmail, Docs, Sheets, etc)

- Excellent interpersonal skills
- Excellent writing skills
- Demonstrated ability to juggle multiple competing tasks and demands in a fast-paced environment to consistently meet deadlines
- Valid Driver's License with access to transportation to travel on organization business

**We're hoping you bring 1-2 (or more) of these bonus skills:**

- 3+ Years of experience in marketing and/or fundraising
- Experience using donor database, such as Salesforce
- Experience with website management
- Experience with graphic design programs such as Adobe Creative Suite or Sketch
- Ability to capture compelling cat photos and video
- Video editing skills
- Passion for animal welfare

**You will thrive in this role if you're someone who:**

- Enjoys planning and consistent execution, but can quickly respond and adapt to changing needs
- Is creatively energized by the challenge to reach, engage, and inspire diverse audiences with limited time and budget
- Believes that working on a small team requires a strong work ethic, organizational skills, and attention to detail, as well as a willingness to try new ideas
- Keeps donor appreciation at the center of your mindset
- Loves the idea of putting your skills and experience to use helping save lives and stewarding a thriving community of supporters

**TO APPLY:**

Please send your cover letter, resume, and 3 brief writing samples to [quinn@cattownoakland.org](mailto:quinn@cattownoakland.org). Please include at least one sample social media post (to inspire adoption) and use the words "Job Application" in your subject line.